

# RRP Outreach and Engagement Grant

Spring 2021

Application Due Date: May 5, 2021

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**VIRGINIA DEPARTMENT OF HOUSING  
AND COMMUNITY DEVELOPMENT**  
*Partners for Better Communities*



# Background

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- The Virginia Rent Relief Program (RRP) was established during the COVID-19 pandemic by utilizing funding resources to keep tenants housed, make landlords whole on rental payments, and to stabilize the housing market.
- Contingent upon applications received, DHCD will award up to \$5 million in RRP Outreach and Engagement grant funds to one to three grantees for a June 1, 2021 – December 31, 2021 contract period.

# Goals

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- To strategically promote the RRP within historically economically disadvantaged communities
- To assist households and landlords who have limited access to the Internet or are not able to complete the online RRP application due to accessibility and language barriers
- Initial grant opportunity is focused on working with organizations that provide legal assistance to low-income households and organizations that provide direct assistance to Communities of Color
- Possibility of additional outreach and engagement grants

# Eligible Applicants

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- DHCD will contract with the Intermediary Organizations (IO) **only**:
  - Non-Profit (501c3)
  - Local Government
  - Planning District Commissions
  - Housing Authority
  - Colleges/ Universities
- Applicants must demonstrate a **statewide** approach
- In order to effectively provide services on a statewide basis, IOs can contract with local Sub-Grantees
- Lobbying and 501c4 organizations are **not** eligible

# Applicant Requirements

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- Demonstrate a track record of reaching target populations
- Registered in DHCD's Centralized Application and Management System (CAMS) profile
- Established relationships between all partners
  - Sub-Grantee profile attachment
  - MOU attachment
- No outstanding issues within CAMS

# Federal Funding Requirements

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- Funds for the RRP Outreach and Engagement Grant are through the U.S. Department of the Treasury's Emergency Rental Assistance program CFDA #21.023
  - Lobbying activities are prohibited
  - All required federal compliance guidelines must be met
- Grantees must adhere to Generally Accepted Accounting Principles (GAAP)

# Geographic Targeting

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- This grant opportunity is to fund IOs, and their Sub-Grantees, who collectively serve all areas of the state
- IOs should have a statewide reach and should identify their Sub-Grantees in their applications. Sub-Grantees do not need to have a statewide capacity as long as the IO does.
- **Tenants and Landlords located in Chesterfield County and Fairfax County are ineligible** for the statewide Virginia Rent Relief Program as those localities are delivering local programs with these same federal funds. IOs and Sub-Grantees will not be reimbursed through this grant for serving these areas.

# Eligible Activities

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- Outreach
  - Advertisement fees: i.e. printing costs, radio ads, etc.
    - Strategic advertising within communities of color and non-English speaking communities
  - Other: all non-personnel costs with the exception of advertising fees (Examples: training, transportation costs)
- Personnel
  - Examples: Staffing required to conduct outreach, process applications, and conduct follow-up
- Supplies
  - Examples: Equipment and supplies to process applications (i.e. internet access, technology, etc.)
- Administrative Costs
  - IO (up to 10%): Grants management, accounting for the use of grant funds, preparing reports for submission to DHCD, staff training
  - Sub-Grantee (up to 5%): Accounting for the use of grant funds, reports for submission to IO, data collection and reporting



# IO Scope of Service

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- IOs will serve as the fiscal agent for the RRP Outreach and Engagement Grant. IOs are responsible for all reporting requirements by DHCD which must comply with state and federal rules.
- IOs will receive **20 percent of upfront funding** for program-related costs. DHCD will provide the **remaining 80 percent** of funding **on a performance cost reimbursement basis**.
- In the application narrative, IOs will need to submit target metrics for:
  - 1) percentage of applications from targeted outreach to historically economically disadvantaged communities
  - 2) number of RRP applications processed for payment as part of the application narrative
- DHCD will evaluate these metrics to see if the IO is on target before IOs can submit remittances for more funding.

# IO Scope of Service (Cont'd)

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- Eligible IOs should include a list of Sub-Grantees and profiles for each Sub-Grantee as part of their grant application. Memorandum of understanding (MOU) or agreement must also be submitted for DHCD approval.
- IOs are encouraged to use data in conjunction with receiving guidance from people with lived experience to identify areas most impacted by eviction and/or COVID. This approach will assist the IOs in identifying the locations where Sub-Grantees will be most impactful with this grant program.
- In cases where the IO chooses **not** to partner with Sub-Grantees, the IO will be responsible for all Sub-Grantee requirements.

# Sub-Grantee Scope of Service

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- Must provide this assistance to RRP applicants throughout the **full cycle of the application process**, until the RRP applicant receives notification of approval
- If a tenant or landlord is denied RRP assistance, Sub-Grantees are expected to connect the tenant to 2-1-1 VIRGINIA and other existing resources in the community
- Sub-Grantees are encouraged to conduct questionnaires with applicants to gauge how they felt about their experience (DHCD to assist in the development of the questionnaire)
- IOs will work with the Sub-Grantees to identify the best method in their regions and communities to promote RRP and the application assistance provided and which organization will be responsible for promoting the program

# Sub-Grantee Scope of Service

## (Cont'd)

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- DHCD will provide all RRP marketing documents to be used by the IOs and/or the Sub-Grantees.
- Sub-Grantees are required to incorporate people with lived eviction experience and/or being members of historically economically disadvantaged communities as they shape outreach and engagement efforts. This will help ensure that applicants receive culturally competent assistance
- If needed, Sub-Grantees will have access to DHCD's language line to be equipped to support non-English speaking tenant and landlord RRP applicants.
- RRP assistance may be provided to applicants through Sub-Grantee paid staff and/or appropriately trained and supervised volunteers.

# Local Match

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- The program does not require a match.
- Applications that include match contributions (both in-kind and cash match) will be given a scoring preference per the guidelines.
  - These matching funds may be used to provide incentives for tenants, landlords and participation of people with lived experience (if allowable through organization).
- Local COVID or other emergency resources do not count toward a local match commitment.

# Data Collection

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- DHCD will provide a voluntary exit questionnaire to better understand how to improve the RRP program with historically economically disadvantaged communities and others with access barriers.
- DHCD will assist in translating this questionnaire into any needed language.

# Reporting and Evaluation

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- IOs will be responsible for reporting **monthly** program metrics in CAMS. These reports will be used to track IO progress for reimbursement and program evaluation purposes.
- Grantees should explain in their application narrative how they plan to collect the data for these reports. A list of metrics can be found in the application guidelines.
- IOs are held fully responsible for all reporting, submission of remittances, and maintaining all source documentation and program records. Grantees must monitor Sub-Grantee program compliance, and all state and federal requirements.

# Overview of Application Process

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- Deadline: 11:59PM on May 5, 2021
- All applications must be submitted through DHCD's CAMS online application system
- Applications will be evaluated as submitted



# Accessing RRP Outreach and Engagement Application Instructions and Guidelines

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1. Go to the DHCD website, [www.dhcd.Virginia.gov](http://www.dhcd.Virginia.gov)
2. Click on Access CAMS button in the upper right corner
3. Click Applications and Programs
4. Click Apply on the top menu
5. Select Rent and Mortgage Relief Program (RMRP) 2020 – RRP Outreach and Engagement Grant 2021 from the dropdown menu
6. Click Go
7. Click Apply

# Tips for Using CAMS

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- All work in CAMS should be frequently saved
- Google Chrome is the recommended browser
- Work in MS Word and copy and paste into the CAMS text boxes
- The text box will only accommodate text responses. Graphics, tables, or charts should not be pasted into the narrative section; instead, include the information in a separate attachment.

# Project Information

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**Project Information** Project Budget Narrative Information Attachments Additional Information

## Project Information

Organization Name\*:

### Project Primary Contact

First Name\*:

Last Name\*:

Title\*:

Email\*:

Work Phone\*:  -  -

### Project Location


Address\*:

Zip Code\*:  -  [Whats my +4?](#)

City\*:

### Primary Service Area

County:  [Add/Edit County](#)

City:  [Add/Edit City](#)

Town:  [Add/Edit Town](#)

# Project Budget

Project Information

Project Budget

Narrative Information

Attachments

Additional Information

## Project Budget Information

### Budget Instruction:

Administration: (IO) Grants management, accounting for the use of grant funds, preparing reports for submission to DHCD, staff training up to 10%; Subgrantees up to 5%. Outreach: "other" include all non-personnel cost with the exception of Advertising Fees.

Please enter your Total Request: \$

0.00

### Cost/Activity Category

	DHCD Request	Other Funding	Total
+ Outreach	\$0.00	\$0.00	\$0.00
+ Personnel	\$0.00	\$0.00	\$0.00
+ Supplies	\$0.00	\$0.00	\$0.00
+ Administration (15% limit)	\$0.00	\$0.00	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

### Budget Narrative:

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# Narrative Information

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Project Information Project Budget **Narrative Information** Attachments Additional Information

**Please answer following questions:**

Describe how you propose to reach each region of the state.

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If applicable, what previous experience do you have managing multiple Sub-Grantees?

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If applicable, what was the reasoning behind partnering with the grantees that you chose?

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Describe your current or previous fiscal relationship with the proposed Sub-Grantees.

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# Attachments

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Project Information Project Budget Narrative Information **Attachments** Additional Information

**According to the program requirement, you must submit/upload following required documents:**

Subgrantee Profile  
(Click [HERE](#) for template)

Choose File No file chosen

MOUs or related agreements

Choose File No file chosen

(optional)

Choose File No file chosen

# Attachments

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- Sub-Grantee Documentation (if applicable)
  - A list of Sub-Grantees (if applicable) assisting with the outreach and engagement strategy and a profile for each Sub-Grantee
  - Template is provided
- Any MOUs or Related Agreements
- Additional Optional Attachments

# Application Status

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- Multiple users can work on, edit, and review application materials.
- CAMS will save the application as Incomplete.
- Applicant may return repeatedly to CAMS to work on application.
- Be sure all work on the application is saved in CAMS.
- Once the application is submitted, the status will change from Incomplete to Pending.



# Application Evaluation Criteria

<i>Criteria</i>	<i>Scoring Elements</i>	<i>Max. Points</i>
<b>Intermediary Organization</b>		<b>55</b>
<b>Approach</b>	Local collaboration, use data to determine where to target the outreach in order to reach the priority populations	20
<b>Capacity &amp; Demonstrated Experience</b>	IO organizational infrastructure to ensure compliance with Emergency Rental Assistance (ERA) guidelines: sound financial infrastructure, policies and procedures, grant management, experience serving as an intermediary, collaborating with people with lived experience. Experience managing multiple Sub-Grantees	35
<b>Sub-Grantee(s) Score</b>		<b>45</b>
<b>Approach</b>	Strategic methods of reaching Communities of Color and encouraging Households of Color to apply for RRP assistance, local collaboration, inclusions of people with lived experience/representative of those they are serving	20
<b>Capacity &amp; Demonstrated Experience</b>	Experience in assisting individuals in completing applications, experience in providing culturally competent services, collaborating with people with lived experience	25
<b>TOTAL – Must score at least 60 points to be considered for funding.</b>		<b>100</b>
Matching Funds – while a match is not required if a Grantee provides incentives for tenants, landlords and people with lived experience, additional points will be awarded.		10

# Assistance

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## Technical CAMS Questions:

CAMS Help Desk

[CamsHelp@dhcd.virginia.gov](mailto:CamsHelp@dhcd.virginia.gov)

\*Do not wait until the last minute – Resource Team is not available after business hours

## Grant Application Questions:

Senta Gorrie, Associate Director  
of Eviction Prevention

[Senta.gorrie@dhcd.Virginia.gov](mailto:Senta.gorrie@dhcd.Virginia.gov)

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# Questions & Answers